

2014-15 College/University Flu Vaccination Challenge

Stefanie DeVita & Courtnay Londo

Progress Update
Webinar #1

October 1, 2014

OUTLINE

- Alana's Foundation update
- Campaign rules and regulations overview
- Promoting the challenge on your campus
- Progress update
- 2014-15 flu season update
- Update from schools
- Moving forward

ALANA'S FOUNDATION PARTNERSHIP

- AF is available to:
 - Strategize on ways to make this campaign a success at your school
 - Travel to health fairs and other on-campus events, as schedules permit
- Contact info@alanasfoundation.org



VACCINE ASSISTANCE GRANTS

- Available to schools enrolled in the 2014-15 MDCH Flu Vaccination Challenge
- Pilot basis
- 2 schools have received the grants to date



Alana's Foundation™

August 22, 2014

College University vaccine assistance grant applicant

Dear applicant:

Alana's Foundation is pleased to offer vaccine assistance grants on a pilot basis to the registered schools participating in the Michigan Department of Community Health College/University Flu Vaccination Challenge.

The Foundation was established in 2009 in memory of my daughter, Alana Yaksich who died in 2003 due to complications from the flu. Our mission is to educate the public about the importance of yearly influenza vaccinations and in doing so, increase vaccination rates by providing convenient and affordable flu vaccination options. We are a 100% volunteer run organization, and incur no administrative fees relying solely on generous donations from private individuals and businesses.

In accordance with our mission and in support of the Flu Vaccination Challenge, we invite you to submit a vaccine assistance grant request application. It is our hope by providing this specific financial support, you will be able to meet your goal of increasing flu vaccination rates among college/university students by making it convenient and affordable.

The attached form must be completed in its entirety and you must agree to the terms of use which state that grant monies must be used in accordance with the following requirements:

- acknowledgment and recognition that vaccinations were provided from Alana's Foundation in all press, promotions, signage, fliers, etc.
- to purchase flu vaccine for use to vaccinate **uninsured/underinsured students at no cost**
- **no administration fee can be assessed**
- provide proof of vaccine purchase (receipt)
- accountability of usage to be tracked by submitting copies of proof of vaccination form for each vaccine administered with these grant funds by March 1 of following year of grant receipt
- Any buyback refunds received for unused vaccines purchased with grant funds must be returned to Alana's Foundation upon receipt

Feel free to contact me with any questions at info@alanasfoundation.org or 248-330-9005.

Sincerely,

Zachary Yaksich
President/Executive Director
Alana's Foundation

*Alana's Foundation is a non-profit 501(c)(3) organization founded in memory of Alana Yaksich who died of influenza in February 2003. Recognition includes the 2012 Michigan Honoree for the Center for Disease Control Childhood Immunization Champion Award, and the 2012 Alliance for Immunization in Michigan Outstanding Achievement Award. Your gift is tax-deductible to the extent provided by the law. No goods or services were provided for this donation. Federal Tax ID #: 26-4333167

VACCINE ASSISTANCE GRANT REQUIREMENTS

- Acknowledgement and recognition that vaccines were provided from Alana's Foundation in all press, promotions, signage, flyers, etc.
- Flu vaccine must be used on uninsured and underinsured students at no cost
- No administration fee can be assessed
- Must provide proof of vaccine purchase (receipt)
- Accountability of usage to be tracked by submitting copies of proof of vaccination form by March 1 of the following year
- Any buyback refunds received for unused vaccines must be returned to Alana's Foundation

ALANA'S FOUNDATION CHALLENGE

- <http://www.youtube.com/watch?v=mggt1XExoHo>
- Post a video of YOU getting your flu vaccination or wear your rival school "gear" for 24 hours or make a donation to Alana's Foundation.
 - #ALANASCHALLENGE, #ALANASVAXCHALLENGE, #ALANASFLUVAXCHALLENGE, #FLUVAXCHALLENGE
- Don't forget to challenge at least one other person to get their flu vaccine!

CAMPAIGN RULES AND REGULATIONS OVERVIEW

STUDENT SELF-REPORTED VACCINATION SURVEY RULES & REGS

- Survey link: www.surveymonkey.com/s/flubattle
- Students will be asked to report school name, month of vaccination, and age.
 - No identifying information
 - Multiple responses can be submitted per computer as it is recognized that students often use communal computers
 - Utilizing the “honor system”
- Target audience:
 - College-aged young adults
 - Undergraduate students
 - May include graduate and health professions students

STUDENT SELF-REPORTED VACCINATION SURVEY RULES & REGS

- College health centers are NOT permitted to enter data into the survey for the students
 - Students must take the survey themselves
 - Goal: to raise awareness of flu vaccination among young adults and get students talking about the flu
- Student health centers should encourage all students vaccinated at their facility to take the challenge and can offer a computer on-site to take the survey

STUDENT SELF-REPORTED VACCINATION SURVEY RULES & REGS

- The survey link will remain live through the first week of December.
- Flu vaccines given during August, September, October, November, and the first week of December will be counted.
- All three questions on the survey (school name, month of vaccination, age) must be answered in order to be counted.

MICHIGAN CARE IMPROVEMENT REGISTRY (MCIR) RULES & REGS

- Enrolled colleges and universities are required to enter all flu vaccine doses administered by the health center into MCIR for this challenge.
 - State law requires health care providers to enter immunizations administered to every child born after December 31, 1993 and less than 20 years of age into MCIR
- You will not be eliminated from the challenge if you do not enter doses into MCIR, although this is an immunization best practice.
- Data obtained from MCIR will be used to determine additional award winners.
 - If your school doesn't enter data into MCIR, you will not be eligible for the additional awards but you can still win the overall challenge for your size category.

DETERMINING WINNERS – RULES & REGS

- Enrolled institutions will be categorized into small, medium, and large institutions based on undergraduate student population size.
 - Small: 10,000 or less students
 - Medium: 10,001 to 25,000 students
 - Large: 25,001 or more students
- MDCH will communicate what size category your institution falls under and verify your overall undergraduate (those obtaining Associate and Bachelor's degrees) student population.
- The institutions (small, medium, and large) with the highest percentage of flu vaccination coverage (number of students who took the survey divided by the undergraduate student population) will win the challenge.

DETERMINING WINNERS – RULES & REGS

- Awards will also be given to health centers with the largest number of flu vaccine doses administered and documented in MCIR and the most improvement in the number of doses administered as compared to MCIR data from the 2013-14 flu season.
- MCIR award winners will be announced in late March or early April.

DETERMINING WINNERS – RULES & REGS

- A late-season innovative champion award will be given to an institution with the best late-season flu vaccination push during January-March, 2015.
- MDCH will distribute an online nomination form in March to all enrolled institutions.
- Institutions interested in receiving the late-season innovative champion award will be expected to self-nominate using the online form.
- The award winner will be determined based on nominations received and voted upon by MDCH and Alana's Foundation.
- There will also be MCIR late-season awards given for the largest number of flu doses administered from January-March, 2015 and entered into MCIR.

CHALLENGE PROMOTION

2014-15 COLLEGE & UNIVERSITY FLU VACCINATION CHALLENGE

Prevention

Prevention

- Cardiovascular
- Tobacco
- Cancer
- Hepatitis
- Diabetes
- Arthritis
- Asthma
- Dementia
- Disability Health
- HIV/STD
- Lead Poisoning
- Health Disparity Reduction and Minority Health

Influenza (The Flu)


- Services for Seniors
- Informed Consent for Abortion
- Problem Gambling
- Primary Care & Public Health

Birth, Death, Marriage and Divorce Records

Pregnant Women, Children & Families

Behavioral Health & Developmental Disability

2014-15 College & University Flu Vaccination Challenge



How does your university stack up?

Join us in a friendly competition this fall. MDCH is teaming up with colleges and universities to challenge students to get vaccinated against the flu.

By participating in this challenge, your institution will receive access to educational resources and programs, an award of participation, and a chance to win free registration to state immunization conferences. MDCH will recognize high-performing schools with awards of excellence and announce the results via press release and social media channels.

Ensure your students are in class and ready to learn. Join us to plan a successful vaccination campaign at your institution!

Are you part of the challenge?

Enrolled Schools To Date (9/10/2014):

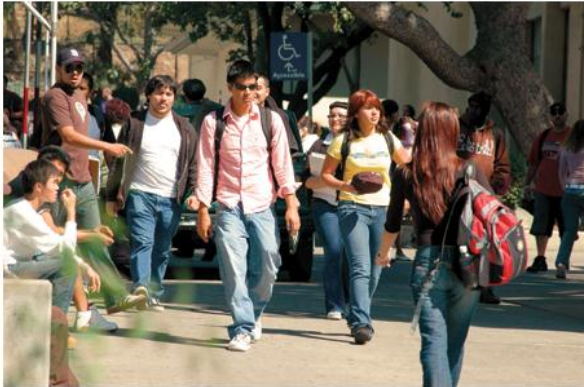
- Albion College
- Aquinas College
- Calvin College
- Central Michigan University
- Eastern Michigan University
- Grand Valley State University
- Hope College
- Kalamazoo College
- Michigan State University
- Northwestern Michigan College
- Oakland University
- Southwestern Michigan College
- University of Michigan
- Wayne State University

Campaign Materials

- [Flu Challenge: Rules and Regulations](#)
- [School Logo Campaign Flyer](#)

Challenge Updates

- [Flu Challenge: Newsletter 1](#)



www.michigan.gov/flu ->

2014-15 College & University Flu Vaccination Challenge

COLLEGE CAMPAIGN MATERIALS

FLU VACCINATION CHALLENGE
2014-15 College/University Flu Vaccination Challenge: Campaign Overview
Updated August 2014

What is the challenge about?
The purpose of the challenge is to increase flu vaccination rates of college-aged young adults through a friendly competition amongst participating colleges and universities in Michigan. Students will be asked to self-report their vaccination status via an online collection tool. The institution with the highest flu vaccination coverage level percent (based on undergraduate student population) will be presented with an award from the Michigan Department of Community Health (MDCH). There will be winners from small, medium, and large-sized institutions.

What is the role of our student health center?
Hold flu vaccination clinics (increase clinic times and offerings; improve upon last season's efforts; partner with various groups on campus; university relations, medical schools, schools of public health, student health groups, etc.) to promote the campaign; generate awareness of the campaign; and other communications to vaccinated through e-mails, social media messages, and other communications to students; reach out to external groups (community vaccination, local health departments, pharmacies) to promote collaborative events and/or establish referral relationships; enter data administered by your health center into the Michigan Care Improvement Registry (MCIR).

What is the role of MDCH?
Distribute press releases to state and local media channels promoting the campaign and highlighting involvement from enrolled institutions; distribute press releases in support of the campaign to top-level college and university administrators; distribute electronic booklets and promotional posters and flyers targeting young adults; hold press conferences in October; monitor self-reported student data through online tool; assist health center data to MCIR; offer critical support and MCIR training upon request; award winners at the conclusion of the campaign.

When will the challenge take place?
The actual campaign will run from October to December, with award winners announced during National Influenza Vaccination Week (December 7-13, 2014) in March as an additional award will be given to the institution with the best late-season flu vaccination push.

Flu vaccination coverage a 18-24 year olds in Michigan currently only 10.1%. It simply not good enough. We aim to be the state's highest flu vaccination rates among young adults.
- Dr. Mar MDCH

RULES AND REGULATIONS

2014-15 College/University Flu Vaccination Challenge: Rules and Regulations

August 2014

Challenge Overview

The purpose of the challenge is to increase flu vaccination rates of college-aged young adults through a friendly competition amongst participating colleges and universities in Michigan. Students will be asked to self-report their vaccination status via an online collection tool. The institution with the highest flu vaccination coverage level percent (based on undergraduate student population) will be presented with an award from the Michigan Department of Community Health (MDCH).

Student Self-Reported Vaccination Survey

The survey link for students to report their vaccination status is www.surveymonkey.com/fluabate. Students will be asked to report school name, month of vaccination, and age. There is no identifying information and multiple responses can be submitted per computer (there will be no limit to responses per IP address) as it is recognized that students often use communal computers. Because no identifying information will be collected, MDCH will be utilizing the "anonym system."

Beyond collecting data, one of the purposes of the self-reported vaccination survey is to raise awareness of flu vaccine among students and to get students talking about flu vaccine. Therefore, college health centers are not permitted to take data into the survey for the students. Student health centers should encourage all students vaccinated at their facility the challenge and can offer a computer on-site to take the survey. However, health center staff should not be filling survey for students.

The survey link will remain live through the first week of December. Flu vaccines given during August, September, November, and the first week of December will be counted. All three questions on the survey (school name, vaccination, age) must be answered in order to be counted.

Michigan Care Improvement Registry (MCIR)

Enrolled colleges and universities are required to enter all flu vaccine doses administered by the health center into MCIR. In Michigan, providers are required to report all immunizations administered to a patient into MCIR, regardless of age, by agreeing to participate in this challenge, your health center is required to enter administered to students, regardless of age, into MCIR for the 2014-15 school year. Reporting of all immunizations best practice. Data obtained from MCIR will be used to determine additional award.

Determining Award Winners

Enrolled institutions will be categorized into small, medium, and large institutions based on size. For this challenge, MDCH considers small institutions as those with 10,000 or less students, medium institutions as those with 10,001 to 25,000 students, and large institutions as those with 25,001 or more students. What size category your institution falls under and verify your overall undergraduate student population. If you disagree with this categorization, contact MDCH. The overall challenge winners will be determined by student self-reported vaccination (small, medium, and large) with the highest percentage of flu vaccination coverage (as divided by the undergraduate student population) will win the challenge. Overall 2014-15 National Influenza Vaccination Week (December 7-13, 2014).

Awards will also be given to health centers with the largest number of flu vaccine doses administered into MCIR and the most improvement in the number of doses administered as of season. MCIR award winners will be announced in late March or early April.

A late-season innovative champion award will be given to an institution with January-March, 2015. MDCH will distribute an online nomination form interested in receiving the late-season innovative champion award will be The award winner will be determined based on nominations received. There will also be MCIR late-season awards given for the largest increase in flu vaccination rates entered into MCIR.

For the most up-to-date information visit www.michigan.gov/flu and "2014-15 Flu Vaccination Challenge".



2014-15 Flu Vaccination Challenge
Improving Flu Vaccination Rates at Michigan Colleges and Universities

Challenge Update & Overview
August 27, 2014

It is hard to believe that fall is already around the corner. We have many exciting and important announcements related to the challenge that will be sent to you via email. We thought it would be best to compile all of these updates into one newsletter (in case you have trouble finding emails).

Enrolled Schools & Size Classification
We now have 30 schools officially enrolled in the challenge and have received input from all of you that thank you! The enrolled schools are listed below along with the size classification that we have placed you in (for determining overall challenge winners).

Small (10,000 or less students)
Albion College
Aquinas College
Hope College
Kalamazoo College
Northwestern College
Southwestern Michigan College

Medium (10,001 to 25,000 students)
Central Michigan University
Eastern Michigan University
Grand Valley State University
Oakland University
Wayne State University

Large (25,001 or more students)
Michigan State University
University of Michigan

Determining Student Undergraduate Population
Undergraduate population estimates were taken from an online source. Student data personal email will be sent to your health center to verify these estimates are accurate. We want to be using the information to determine the highest percentage of flu vaccination coverage award winner.

Thank You for Your Support
We wanted to take a quick moment to thank you for your involvement in and support of this campaign. As you all know, this is a pilot year and we are excited to have you on board with us. To say and increase flu vaccination coverage. We want among colleges to lead the playing field across all universities. At each school has their own unique approach to their challenge, but we hope that this pilot year will help to protect our flu vaccination rates in the future. If you can we even one additional life from this challenge, then we have succeeded.

IN THIS ISSUE

- Sept. 4 Press Release Kickoff
- Rules and regulations
- New and Updated Resources
- School Logo Flyers
- Collaboration to Support Campaign

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Page 2
Page 3

PRINTED MATERIALS FROM MDCH

- Enrolled schools
- Residence halls and student life groups (limited)
- Pharmacies in the counties of enrolled schools
- Local health departments
- Small stockpile at MDCH available upon request

The image displays three printed materials from the Michigan Department of Community Health (MDCH). The top-left material is a flyer titled "Why get a flu vaccine?" featuring a photo of Niko Yaksich and his story. The top-right material is another flyer titled "Why get a flu vaccine?" featuring a photo of Ashley McCormick and her story. The bottom material is a large infographic titled "FLU AND YOU" with a central figure and six surrounding boxes providing information on getting vaccinated, risks, and prevention.

Why get a flu vaccine?
Ask Niko Yaksich of Michigan.

Even healthy people can get the flu and it can be very serious. This year and every year, get vaccinated against the flu.

Niko's story

In 2003, I lost my sister Alana to the flu. She was a perfectly healthy young woman. The day that she passed away, I was a little under the weather, but by the end of the day, I was around with me. It was as though she had never been around with me. As I slept that night, my sister woke to normal though. As I slept that night, there was nothing to degrees. The doctors said that there was nothing wrong with her brain. By the following night I had lost my sister.

Why get a flu vaccine?
Ask the McCormick family of Michigan.

Even healthy, young adults can get the flu, and it can be very serious. This year and every year, get vaccinated against the flu. It could save a life.

Ashley's story

Ashley McCormick was a 23-year-old nanny. She came home from work on December 20, 2013, with a runny nose, sore throat, and headache. The next day she started to feel better, but on Christmas Eve, she quickly became very sick. She was in the emergency room and Ashley's life was in danger.

FLU AND YOU
— KNOW YOUR RISKS —

GET VACCINATED TODAY!

GETTING SICK SUCKS
Most people who get the flu are sick for over a week. That's more than 7 days without class, social functions, and even work. You simply can't afford to get sick.

IT CAN HAPPEN TO YOU
Lack of sleep, not eating healthy, and not exercising regularly weakens your immune system, making you vulnerable to flu. Your lifestyle puts you at a unique risk.

YOU CAN AFFORD TO GET VACCINATED
Most insurance plans cover the cost of flu vaccine. You can get vaccinated at your primary care provider, local pharmacy, student health center, or local health department. For those who are not covered, it is worth the cost.

FLU IS EASILY SPREAD
Close contact such as dorms, classrooms, public transportation, parties, and sports events make flu easy to spread at college.

FLU IS SERIOUS
Even healthy people get the flu and it can be very serious. Flu is not the common cold. Every year, healthy young adults become severely sick and some even die from the flu.

VACCINE: THE BEST PREVENTION
The single best way to prevent the flu is to get vaccinated every year. While other preventative measures (such as hand washing) are important, the flu vaccine is your best bet.

Contact Your University Health Center or Healthcare Provider Today!

KNOW YOUR RISK • KNOW THE FACTS • GET VACCINATED

There are other vaccines you may need to stay healthy, including HPV, Meningococcal, and Tdap. For more information talk to your healthcare provider.

MDCH
MICHIGAN.GOV/TEENVACCINES
MICHIGAN.GOV/FLU

■ Campaign Promo Flyer

■ Survey link & QR code →

CAMPUS FLU VACCINATION BATTLE

WHAT

How does your school stack up?
Let us know when you got your flu vaccine to help your school win the challenge!

HOW

www.surveymonkey.com/s/flubattle
The survey should take less than 1 minute! Visit the link above or scan the QR code on your smartphone.



WHO

**Albion College • Aquinas College • Calvin College
Central MI University • Eastern MI University
Grand Valley State University • Hope College
Kalamazoo College • MI State University
Northwestern MI College • Oakland University
Southwestern MI College • University of MI
Wayne State University •**

WWW.MICHIGAN.GOV/FLU



CHALLENGE KICK-OFF

■ September 4: MDCH press release, social media

MDCH Kicks Off New Flu Vaccination Challenge for College-Age Adults

Contact: Angela Minicuci (517) 241-2112

For Immediate Release: September 4, 2014

LANSING, Mich. – The Michigan Department of Community Health (MDCH) is partnering with colleges and universities, as well as community partners, across the state to increase flu vaccinations among young adults. Each year, several healthy, young adults in Michigan die from the flu. Influenza vaccination is the single best way to prevent influenza infection.

According to data from the Michigan Care Improvement Registry (MCIR), only individuals aged 18-24 years were vaccinated against flu during the 2013-14 students have unique risk factors that make them more susceptible to getting contact in dormitories and classrooms.

In an effort to raise flu vaccination among this age group, MDCH is launching year among Michigan colleges and universities. School health centers have v competition amongst each other to see who can get the highest percent of the against flu this season.

"Regardless of your participation in the challenge, MDCH encourages all Mich universities to support flu vaccination among your students," said Dr. Matthew Executive with MDCH. "Assess the needs of your students and strongly recom throughout the entire season. Begin now before the flu hits your campus!"



Michigan Department of Community Health (MDCH) shared a link.
September 19

Is your school participating in Michigan's #FluChallenge? Get your flu vaccine and take the survey at www.surveymonkey.com/s/flubattle to help your school win! Show your rivals how protecting your school is done!

2014-15 Flu Vax Challenge Poll Survey

www.surveymonkey.com

Web survey powered by SurveyMonkey.com. Create your own online survey now with SurveyMonkey's expert certified FREE templates.

Like · Comment · Share

1 Share

National Children's Study Wayne County, MI, Heather Gigowski and 2 others like this.

Flu shot challenge encourages competition between Michigan schools



(Photo: Mary Schroeder/Detroit Free Press)

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The [Michigan Department of Community Health](#) has announced it will partner with colleges, universities and several organizations to encourage young adults to get flu vaccinations through a friendly competition.

The department is starting a challenge among school health centers to see which college or university can get the highest percentage of students vaccinated against the flu this season. Thirteen schools throughout the state are enrolled in the 2014-15 Flu Vaccination Challenge.

According to [Michigan Care Improvement Registry](#) data, only about 10% of people 18 to 24 years old were vaccinated during the 2013-14 flu season. The department says several healthy young adults in Michigan die from the flu each year, and a vaccination is the best way to prevent influenza infection.

Michigan colleges try to beat the flu

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By STEVE CARMODY

Thirteen Michigan colleges and universities are trying to get more students to get flu shots this fall.

Angela Minicuci with the [Michigan Department of Community Health](#) says college-age students tend to have extremely low influenza vaccination rates.

Only about 10% of people between the ages of 18 and 24 got a flu shot last year.

Last year, a female college student in southeast Michigan died of complications from the flu.



Students walking on the U of M campus. How many have had their flu shot?

Michigan Launches New Flu Vaccination Challenge

Posted: Thu 3:57 PM, Sep 04, 2014

By: Associated Press

[Home](#) / [Headlines List](#) / [Article](#)

LANSING, Mich. (AP) -- The Michigan Department of Community Health has announced it will partner with [colleges](#), universities and several organizations to encourage young adults to get flu vaccinations through friendly competition.

The department is launching a new challenge among school health centers to see which college or [university](#) can get the highest percentage of students vaccinated against the flu this season. Thirteen schools throughout the state are currently enrolled in the 2014-15 Flu Vaccination Challenge.

According to Michigan Care Improvement Registry [data](#), only about 10 percent of people ages 18 to 24 were vaccinated during the 2013-14 flu season. The department says several healthy young adults in Michigan die from the flu each year, and a vaccination is the best way to prevent influenza infection.



MGN [Online](#)

Related Links

[Michigan Department of Community Health](#)



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The State News

Monday, September 29, 2014



FRONT

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MSU pushes vaccines in competition against other universities

By Olivia Dimmer | Published 09/24/14 9:50am



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Keeping Wolverines Well Since 1913

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Students Faculty/Staff Parents Alumni LGBTQ

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Flu and Vaccination

It's Michigan vs. Michigan State in the [Campus Flu Vaccination Battle](#). Here's how:

1. Get a flu shot
2. Let us know by answering three quick [Survey Questions](#). It doesn't matter where you get your flu shot, just that you do!

Getting a flu shot every year is one of the best ways to prevent flu and help protect our community. UHS offers preservative-free flu shots for U-M-affiliated individuals, ages 10 and older. The vaccine helps prevent H1N1, which may cause severe illness in some individuals.

Beat State!

Campus Flu Vaccination Battle

THE OAKLAND POST

OAKLAND UNIVERSITY'S INDEPENDENT NEWSPAPER

Home News Life Sports Arts & Entertainment Opinion Blogs Satire Online

Home Campus

Michigan colleges compete in vaccination battle

Story Comments Image (1)

Print Font Size

Flu shot



Posted: Monday, September 15, 2014 9:50 pm | Updated: 1:47 am, Wed Sep 24, 2014.

Michigan Department of Community Health

M DCH
Rick Snyder, Governor
Nick Lyon, Director

SOCIAL MEDIA

■ Official Flu Challenge Hashtags and Accounts:

- #fluchallenge
- #fluselfie
- www.facebook.com/michigandch
- www.twitter.com/mihealth

SAMPLE FACEBOOK MESSAGES

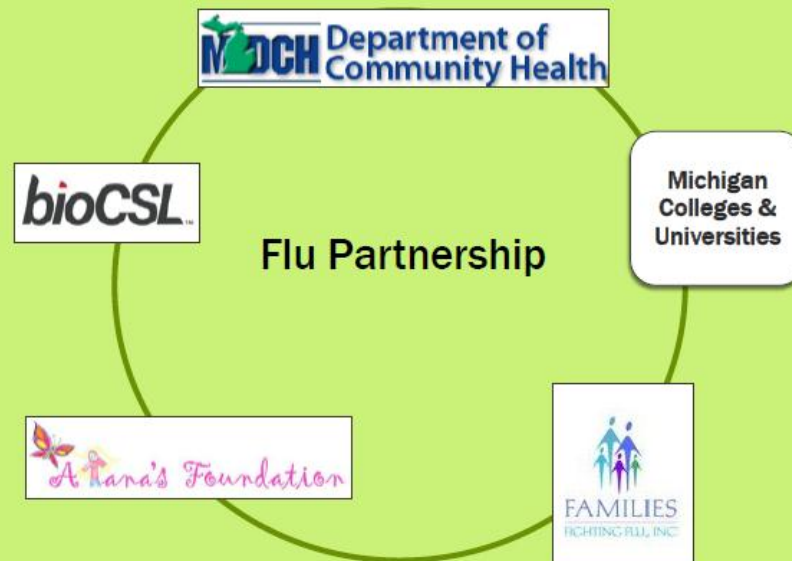
- Healthy young adults CAN and DO get the flu each year! Get a flu vaccine today to stay healthy and help your school win Michigan's #fluchallenge! Don't forget to fill out the survey at www.surveymonkey.com/s/flubattle when you do.
- Michigan colleges and universities are competing to beat the flu. Don't let your campus lose to the flu, get a flu vaccine today and when you do, make sure to snap a #fluselfie! Together, we can protect your school one vaccine at a time.
- Did you get your flu vaccine yet? Show us your #fluselfie and let's show @RIVALSCHOOL how protecting our campus is done! #fluchallenge
- @SCHOOLNAME is participating in the [Michigan Department of Community Health](#)'s first ever #fluchallenge! Did you get your flu vaccine yet? Tell us when you do and let's beat @RIVALSCHOOL!
- President NAME got their flu vaccine today! Now it's your turn, students. Are you up for the #fluchallenge? Get your flu vaccine, post a #fluselfie, and take the survey at www.surveymonkey.com/s/flubattle to help us beat our instate rivals! (post picture)

SAMPLE TWITTER MESSAGES

- Will your Michigan college win the #fluchallenge? Let us know when you got your flu vaccine at <http://svy.mk/1oEQ3ks>!
- We're joining with @MIHealth for the first ever #fluchallenge. #MI college students, let's do this! Get your flu vaccine today!
- @SCHOOLNAME is participating in @MIHealth's first ever #fluchallenge! Did you get your flu vaccine yet? Tell us when and beat your rivals!
- Let's show @RIVALSSCHOOL how we protect our fellow SCHOOLMASCOTs. Get your flu vaccine today!
- Hey, @RIVALSSCHOOL. Check out our #fluselfie!! #fluchallenge (post picture)

EXTERNAL COLLABORATION

- Social media listening
- Helping increase awareness via print ad, PSA
- Not directly mentioning college flu challenge, but materials can be used by all enrolled schools



PROGRESS UPDATE

ENROLLED SCHOOLS

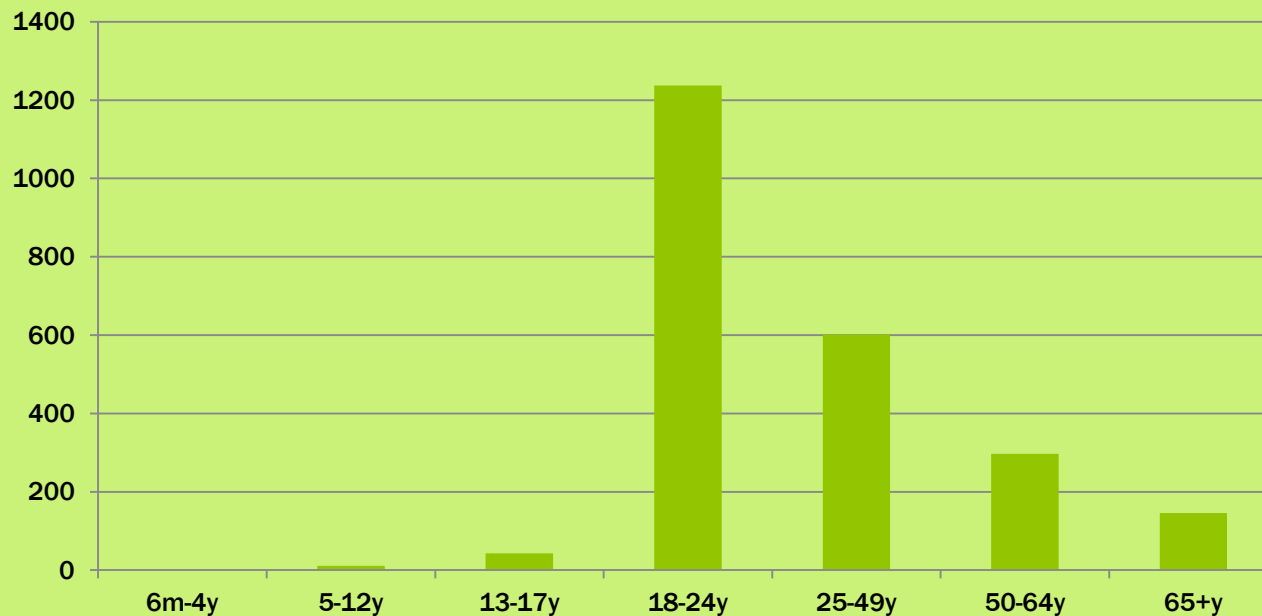
- Small: Albion College, Aquinas College, Calvin College, Hope College, Kalamazoo College, Northwestern MI College, Southwestern MI College
- Medium: CMU, EMU, Grand Valley State University, Oakland University, Wayne State University
- Large: MSU, U of M

14!

MICHIGAN CARE IMPROVEMENT REGISTRY (MCIR) DATA

- 2,337 flu doses administered by “College/University Clinic”

College/University Clinic Flu Doses by Age Group

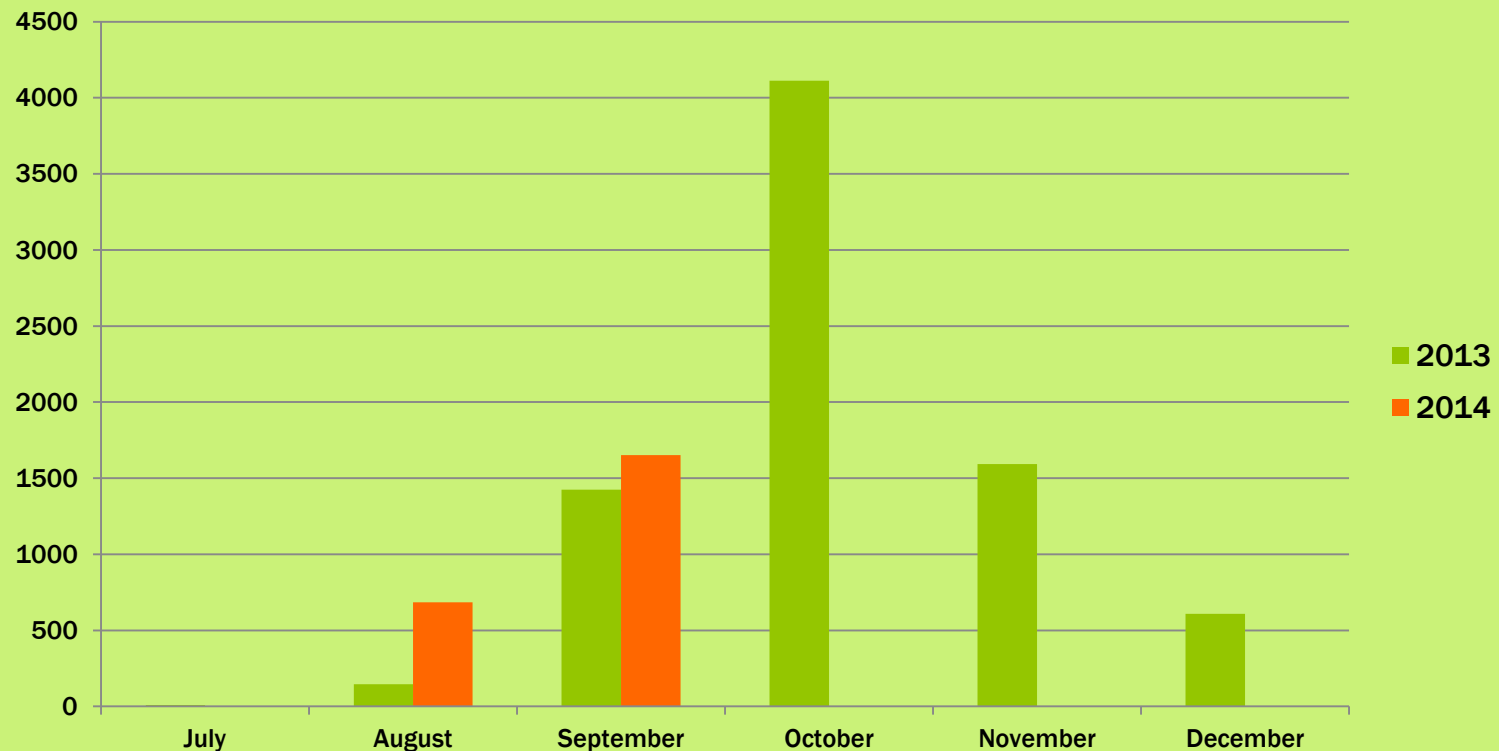


- Age range: 3-91 years, average age 35.5 years, median 22

MICHIGAN CARE IMPROVEMENT REGISTRY (MCIR) DATA

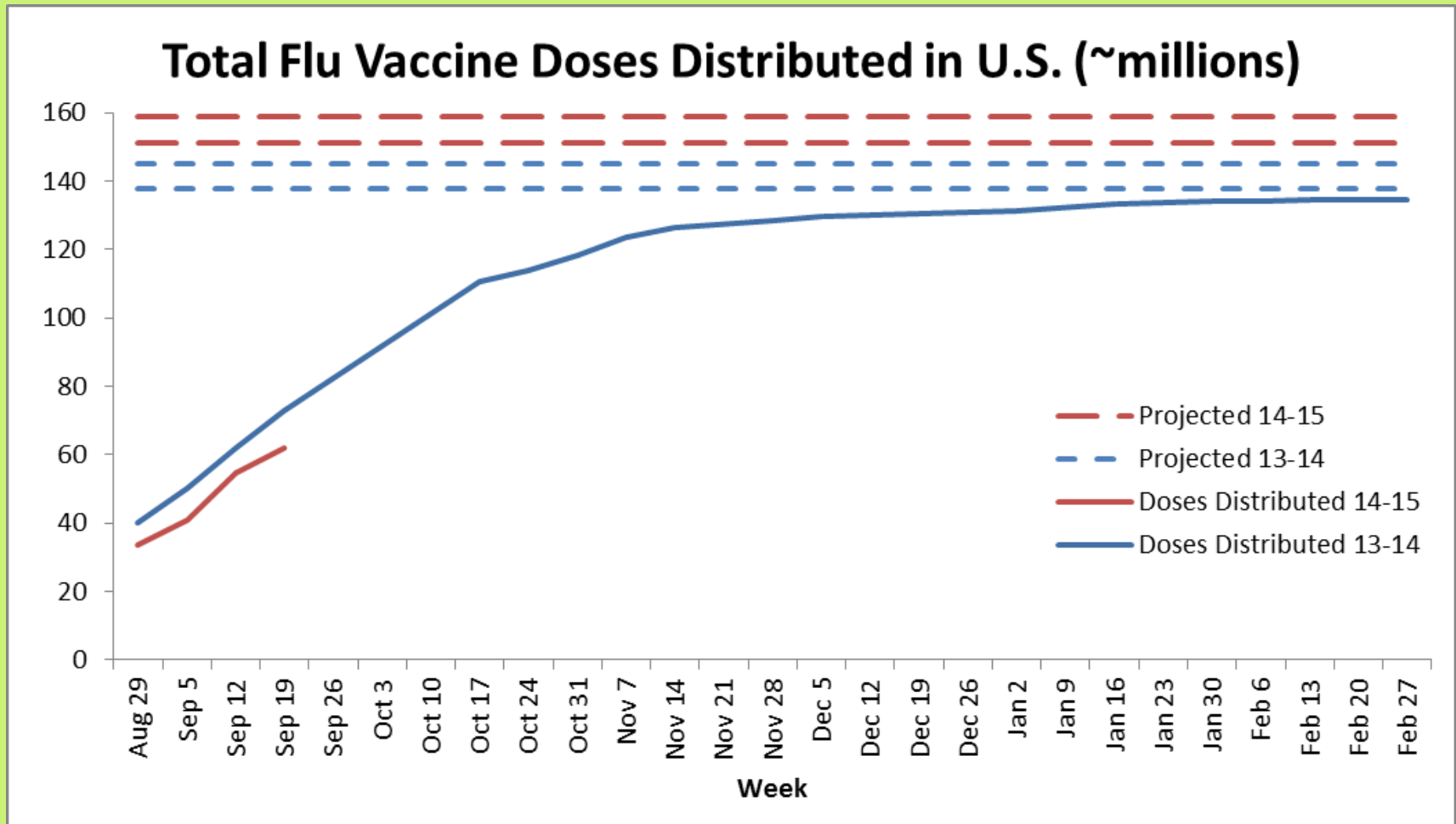
- How are we looking this year compared to last year?

College/University Clinic Flu Doses by Month



FLU VACCINE SUPPLY UPDATE

2014-15 FLU VACCINE SUPPLY UPDATE



2014-15 FLU VACCINE SUPPLY UPDATE

- CDC September 25 report: 1,173,660 doses distributed to Michigan
- Same week in 2013: 1,853,700 doses distributed (~680,000 more)
- Flu vaccine manufacturers reported delays to MDCH for various reasons in August, September
 - All expect sufficient supply available in time for peak vaccination season (October)

MDCH 2014-15 FLU HANDOUTS

[illegible]

UPDATES FROM ENROLLED SCHOOLS

MOVING FORWARD

2014 TIMELINE

■ October:

- Regular communication about the campaign, via Facebook, Twitter, newsletter articles, websites, etc.
- Campaign newsletter in early October
- Annual flu joint press conference with MDCH, Michigan Osteopathic Association and Michigan State Medical Society
- PSA and print ad available from external partnership

■ November:

- Regular communication about the campaign, via Facebook, Twitter, newsletter articles, websites, etc.
- Potential progress update webinar #2 in November

■ December:

- Announce campaign winners during National Influenza Vaccination Week, December 7-13, 2014

2015 TIMELINE

- **January-March: Late-season vaccination push**
- **March:**
 - Announce winner of late-season vaccination push
 - Post-campaign webinar with schools
 - Distribute evaluation survey
- **April-May:**
 - Assess campaign effectiveness
 - Lessons learned, successes/challenges
 - Improvements for 2015-16
 - Provide feedback to schools

WE ARE HERE FOR YOU!

- Questions/comments/support needed?
 - Stefanie DeVita, DeVitaS1@michigan.gov, 517-335-3385
 - Courtnay Londo, LondoC1@michigan.gov, 517-335-9948

LET THE BEST VACCINATED SCHOOL WIN!

Small



SOUTHWESTERN
MICHIGAN COLLEGE

Medium



Large

